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MBA (Sem. - 3rd)

CONSUMER BEHAVIOUR

SUBJECT CODE : MBA - 901 (2012 Batch)

Paper ID : [C1171]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) **Section - A : Attempt any four questions. Each question carries 5 marks.**
- 2) **Attempt four questions from Section - B selecting one question from each unit. Each question carry 8 marks.**
- 3) **Section - C : Consists of one case study of 8 marks.**

Section - A

- Q1)** Discuss interdisciplinary nature of consumer behavior
- Q2)** Discuss various basis of market segmentation.
- Q3)** What is product personality? Why is it important?
- Q4)** What are stages of family life cycle?
- Q5)** Discuss the role of opinion leaders in consumer decision making process. How does a marketer profile a opinion leader?
- Q6)** Discuss the pre purchase, purchase and post purchase processes.

Section - B

Unit - I

- Q7)** Generate a consumer research problem and discuss the research process in respect to that problem.

OR

- Q8)** What is consumer behavior? How is this discipline core of segmentation concept? Discuss the various criteria's for effective targeting.

Unit - II

- Q9)** Perception of risk leads to postponement of demand. How does a marketer use various motivational and attitudinal theories to overcome postponement of demand. Discuss in context of investment banking.

OR

Q10) Write short notes on following

- a) Cognitive dissonance
- b) Persuasive communication
- c) Consumer imagery
- d) Self image and product image.

Unit - III

Q11) Discuss in detail the various external influences on consumer decision making process. How can a market use them to his advantage? Give examples.

OR

Q12) "Define culture. Explain the affect of culture and subculture on consumer behavior. Give suitable examples to support your answer?"

Unit - IV

Q13) What are the factors responsible for resistance to innovation?

OR

Q14) Discuss the adoption process in detail. What can a company do to ensure that it is able to cross the chasm in the consumer adoption processes?

Section - C

Case study

It is almost 44 degrees outside, and Ed after a long week was looking forward to enjoying his weekend. He woke up at 10 am and was busy pouring himself a glass of milk when he noticed the list of grocery on the refrigerator. Grudgingly he pulled the list from the under the magnet and decided this to make the trip and rest after.

At the grocery store he purchases from the list. It is hot and the air conditioner in the store is not working He is hot and thirsty and just wants to get out of the store. He exits the store and is moving towards his car in the parking lot when he notices a billboard featuring an ice-cold Coca-Cola. Ed remembers that he is out of Coke. Once he has unloaded the cart into the trunk of his car, Ed heads straight back into the store for the soft-drink aisle and picks up a six-pack of Coke.

Questions:

- a) What has been consumer decision making process and how has the marketer (coca cola) influenced the consumer decision making process?
- b) Why do you think the billboard strategy worked for Coke why isn't it that effective in case of a consumer durable.
- c) what category of individual need and motivation did the billboard fulfill. Elaborate using the various motivational theories.

